

## **Historic, Archive Document**

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# 1909-Peacock's New Dahlias for Your New Catalogue-1909



NEW DECORATIVE DAHLIA, JACK ROSE

**Jack Rose** The floral sensation of the season, combining every good quality found or desired in Dahlias. The flowers are large to very large, specimen blooms measuring 6 to 7 inches across and 4 inches deep, with a full high center; the outer petals reflex to the stem as the flower fully expands.

**Jack Rose Color** is that of the universal favorite "Jack" rose (General Jacqueminot) from which it derives its name. That rich velvety crimson that cannot be found elsewhere—that brilliantly rich color that appeals so strongly to every one—flower buyers, growers, florists and writers for the horticultural press. Its superior and exclusive merits are acknowledged by all.

**Jack Rose** plants are a marvel of vigor and health. Strong dwarf bushy plants of branching habit, with long erect flower stalks, producing from 25 to 50 flowers on 20 to 24 in. stems, by following our single stem branching system. This Fall we cut as high as 14 blooms, on 2 ft. stems, from a single plant at one cutting and which were sold by Alfred H. Langjahr, 55 West 28th st., New York City, at 6c. each. Again, we print following telegram which speaks for itself, coming as it does in a chrysanthemum glut, Oct. 22, 1908.

Buffalo, N. Y., Oct. 22, 1908.  
Peacock Dahlia Farms, Atco, N. J.  
(Our telegraph office).

Can use **one thousand Jack Rose** or less, or like color. WM. F. KASTING CO.

We sent the **Jack Rose**, as, of course, there was no other like color.

**Jack Rose** is the **Commercial Dahlia**. Our small stock created the demand and actually netted us over \$1.00 each for cut blooms, not counting the quantities sent as samples and for exhibition purposes.

**Jack Rose** plants set May 1, were in bloom May 29, and continuously until today (Oct. 31) they still have several first-class blooms each. It is not a case of selecting good flowers—you cannot find an imperfect one.

**Price:** Strong plants, April 1, 1909, delivery, 50 cents each; \$5.00 per doz.; \$35.00 per 100. Orders booked now and filled in strict rotation.

**Virginia Maule** Everything said of **Jack Rose** but delicately beautiful Dahlia. A glance at the photograph (reduced in size) will give some idea of its wonderfully delicate loveliness; but the actual flower is a revelation in the delicate tints of shell pink; it has a charm that appeals but defies description; a chasteness that the English language cannot adequately describe.

**Virginia Maule** combines all the good qualities of Mrs. Gladstone, Queen of the Belgians, Nymphaea and Mrs. Roosevelt, with none of their faults. No hard center, no open center, no rigid formation, no crooked or drooping stem, no harsh lavender or crimson-pink shade.

## Peacock's New Dahlias

### FOR NEW CATALOGUES

Their superior merits are acknowledged and it will pay you to list them in your catalogue for 1909.

### Special Announcement

We have made arrangements by which we now introduce to the trade the exquisitely lovely new Dahlia,

### Miss Virginia Maule

(Originated by Mr. Wm. Henry Maule of Philadelphia) in connection with our own superb new Dahlia,

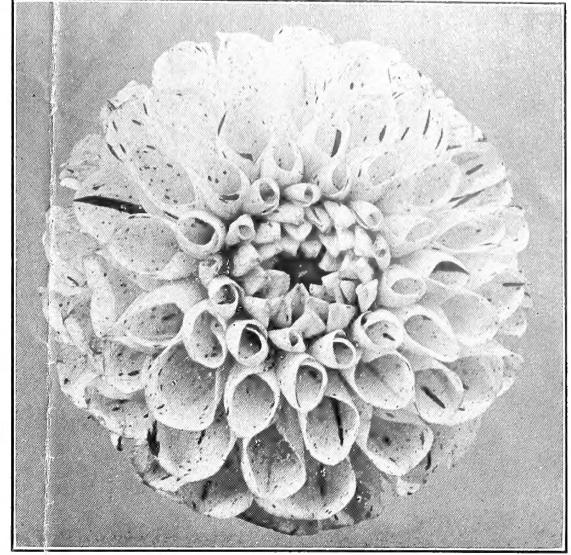
### "Jack Rose"

Originated and now introduced by Peacock Dahlia Farms, Williamstown Junction, N. J.

These Dahlias are in a class by themselves. Winners from the start. Strong, vigorous growers, early and free bloomers, entirely new and distinct, their exceptional merit is apparent.

Cut blooms of both Virginia Maule and Jack Rose sold in New York City at \$6.00 per 100 when other dahlias were a glut at 50 cents to \$1.00 per 100.

Other varieties are of equal merit in their classes—the result of 24 years of practical experience.



NEW FANCY DAHLIA, ETHEL SCHMIDT

**Sensation** See photo. A New Double Century variety that attracted the greatest attention in our fields the past two years. Color vivid vermillion heavily tipped white. Its great value can be readily seen—the graceful elegance of the single and lasting quality of the double. An early and extremely profuse bloomer, making a distinctly unique and striking plant and good cut flower seller. Strong plants, April 1 delivery, 50c. each; \$5.00 per doz.; \$35.00 per 100.

**Big Chief** A New Double Century that has attracted the most favorable comment in the past two seasons. Brilliant cherry red, marginated rich velvety maroon. A strong vigorous grower, of Century habit, producing its immense semi-double flowers, 6 to 7 in. across, on 2 ft. stems, in greatest profusion.

**Note:** See notice of this and other Double and Single Century seedlings exhibited at Pennsylvania Horticultural Society, page 401, The Florists' Exchange of Sept. 19. They outclass all the older varieties.

**Big Chief** is a winner as a specimen plant or for cut flowers. **Price:** Strong plants, April 1 delivery, 40c. each; \$4.00 per doz.; \$30.00 per 100.

### NEW CENTURY DAHLIAS

**Gladys** Too much could not be said of this exquisite New Century. It has a distinctly clear-cut or thoroughbred appearance of great substance and consequently long keeping qualities. Of largest size, it is distinct from all other Century Dahlias as it has a broad band of brilliant rosy crimson through the center of the outer two-thirds of the petal, and a brilliant rosy pink band on either side, with a white penciling dividing them, and a snow white disc with yellow halo around the golden yellow center. Strong, vigorous and very profuse bloomer. The most valuable feature is that, unlike 20th Century, it holds its color to the last. The photo here shown was taken Oct. 20. **Price:** Strong plants, April 1 delivery, 50c. each; \$5.00 per doz.; \$35.00 per 100.

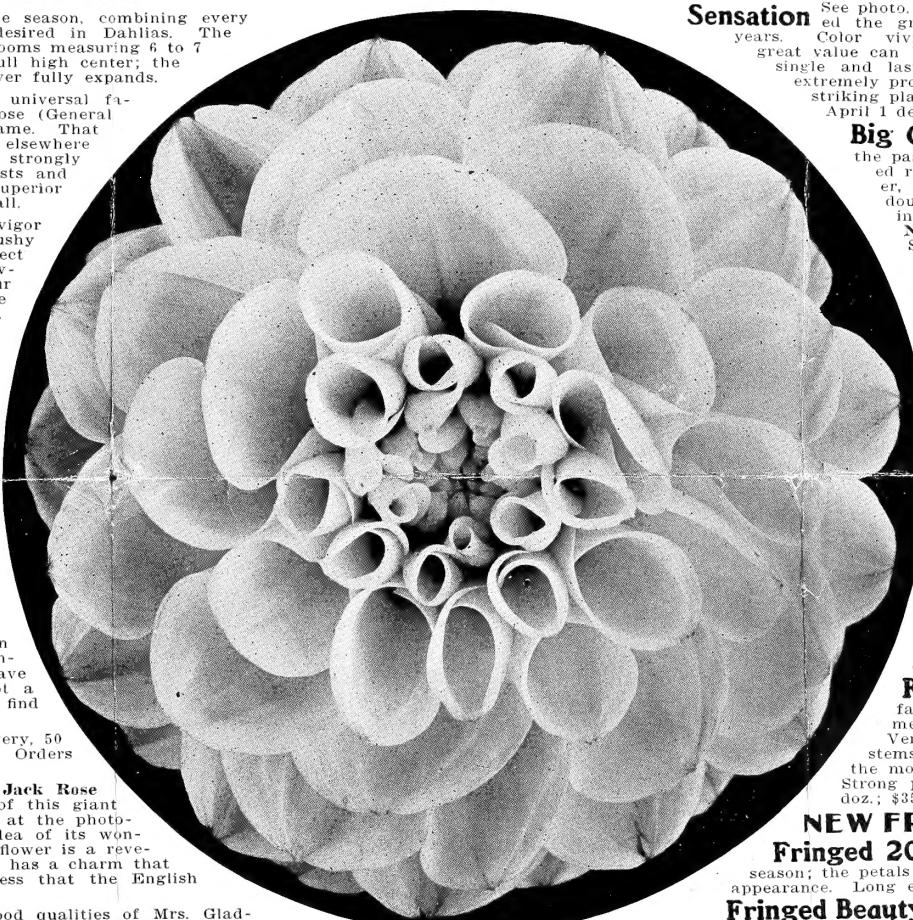
**Rose Pink Century** By far the largest and best, in fact, the only clear rose pink Century, of immense size, perfect form and great substance. Very strong heavy plant, with 2 to 3 ft. flower stems, bearing the giant flowers erectly, making it the most valuable as a plant or for cutting. **Price:** Strong plants April 1 delivery, 50c. each; \$5.00 per doz.; \$35.00 per 100.

### NEW FRINGED CENTURY DAHLIAS

**Fringed 20th Century** Similar to 20th Century but season; the petals are deeply cleft, giving it a beautiful fringed appearance. Long erect stems.

**Fringed Beauty** Another fringed Century, with strong erect soft rosy lake. A flower of such elegance as to suggest the name. **Price:** of both above: Strong plants, April 1 delivery, 50c. each; \$5.00 per doz.; \$35.00 per 100.

**Note:** See page 401, Sept. 19 issue of The Florists' Exchange.



NEW DECORATIVE DAHLIA,  
VIRGINIA MAULE

**Virginia Maule** is nearly as large as Mrs. Roosevelt, with the delicate pink tint of that international favorite, Mrs. Gladstone; the beautiful center of Nymphaea. The plant is very strong and vigorous, growing 4 to 5 ft. high, branching habit, blooming early and profusely. Flowers are borne with stately grace on long erect stems.

**Virginia Maule** is the **Commercial Light Pink Dahlia**, selling two successive seasons at \$6.00 per 100 blooms; will soon supplant all others of its color in cut flower market, and find its way to every Dahlia collection.

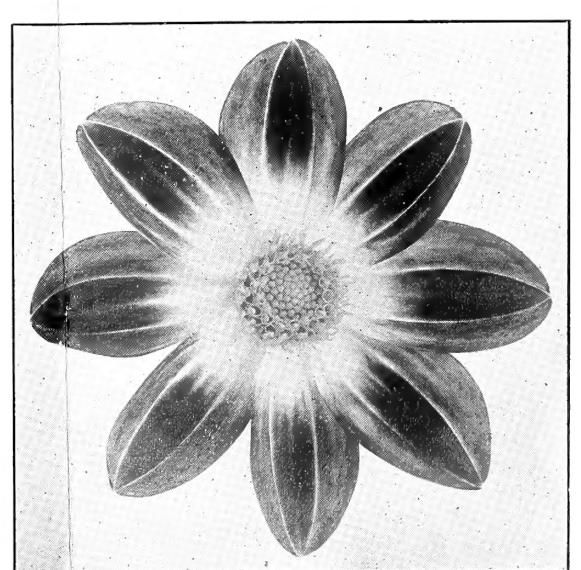
**Price:** Strong plants, April 1, 1909, delivery, 50 cents each; \$5.00 per doz.; \$35.00 per 100. A limited quantity of divided field-grown roots, 50 cents each; \$5.00 per doz.

A few whole clumps (full undivided crowns) while they last at \$1.00 each; \$12.00 per doz. Orders booked now and filled in strict rotation.

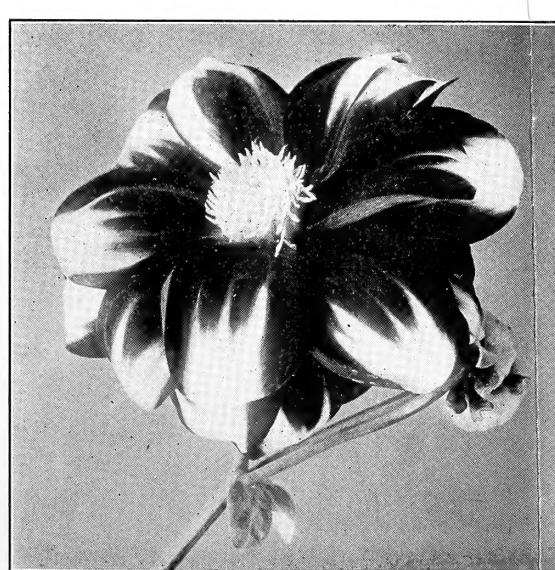
**Princess Victoria** without shade or blemish from bud to old age, in which it differs from its parent Queen Victoria. Large size, perfect regulation show form, with cupped petals; absolutely full to the center. Plant is a remarkably free bloomer on very long graceful stems. The best absolutely pure clear yellow Show Dahlia in existence. **Price:** Strong plants, April 1 delivery, \$1.00 each; \$10.00 per doz. Stock limited.

**Ethel Schmidt** A cross of Storm King and Lottie Eckford that will soon be the standard of this type, on account of its early and profuse blooming together with its long graceful stems. Sold well as a cut flower the past two seasons. Pure white, flushed delicate pink, dotted and penciled crimson. A trifle lighter in color than Eckford, of same round build, but will give three times as many flowers on 18 to 24 in. stems. See photo, greatly reduced. **Price:** Strong plants, April 1 delivery, 50 cents each; \$5.00 per doz.; \$35.00 per 100.

**Retail Price of all Dahlias on this page:  
75 cents each; \$7.50 per dozen.  
Except Princess Victoria, \$1.25 each; \$12.50 per dozen.**



NEW CENTURY DAHLIA, GLADYS



NEW DOUBLE CENTURY DAHLIA, SENSATION

Address all orders and communications to

**PEACOCK DAHLIA FARMS**

Williamstown Junction,  
N. J.



VIRGINIA MAULE

# Peacock's Peerless Cut Flower Dahlias

## Best Early Varieties, Selected Stock.

		Roots Per 100
White	<b>STORM KING</b> Show	\$8.00
Deep Pink	<b>SNOWCLAD</b> Pompon	8.00
Pink	<b>A. D. LIVONI</b> Show	5.00
Shell Pink	<b>SYLVIA</b> Decorative	8.00
Scarlet	<b>VIRGINIA MAULE</b> See other page	35.00
Red	<b>NYMPHÆA</b> Decorative	6.00
Crimson	<b>LYNDHURST</b> "	5.00
Yellow	<b>WM. AGNEW</b> "	6.00
Assorted	<b>JACK ROSE</b> "	35.00
	<b>PRINCESS</b> Show	
	<b>VICTORIA</b> Plants. Doz.	\$10.
	<b>QUEEN VICTORIA</b> Show	6.00
	<b>C. W. BRUTON</b> Decorative	8.00
	<b>ARABELLA</b> Show, primrose tipped rose	5.00
	<b>MAID OF KENT</b> Decorative, red tipped white	5.00
	<b>GRAND DUKE ALEXIS</b> Decorative, white edged soft lavender	8.00

## Best Mid-Season Selected Stock.

	Roots Per 100	
White	<b>PERLE D'OR</b> Decorative \$10.00	
Deep Pink	<b>WINSOME</b> Cactus 8.00	
Pink	<b>A. D. LIVONI</b> Show 5.00	
Shell Pink	<b>KRIEMHILDE</b> Cactus 6.00	
Scarlet	<b>SYLVIA</b> Decorative 8.00	
Crimson	<b>VIRGINIA MAULE</b> See other page	
Yellow	<b>NYMPHÆA</b> Decorative 6.00	
Assorted	<b>LYNDHURST</b> Decorative 5.00	
	<b>RED HUSSAR</b> Show 6.00	
	<b>JACK ROSE</b> Plants. See other page	
	<b>PRINCESS</b> Show	
	<b>VICTORIA</b> Plants. Doz.	\$10.
	<b>QUEEN VICTORIA</b> Show 6.00	
	<b>C. W. BRUTON</b> Decorative 8.00	
	<b>ARABELLA</b> Show, primrose tipped rose 5.00	
	<b>MAID OF KENT</b> Decorative, red tipped white 5.00	
	<b>GRAND DUKE ALEXIS</b> Decorative 8.00	

## Best Late Varieties.

	Roots Per 100
White	<b>PERLE D'OR</b> Decorative \$10.00
White	<b>JOHN WALKER</b> Show 10.00
White	<b>WHITE SWAN</b> Show 8.00
Suffused	<b>MAY LOMAS</b> Show 10.00
Rosy Lake	<b>A. D. LIVONI</b> Show 5.00
Pink	<b>KRIEMHILDE</b> Cactus 6.00
Shell Pink	<b>VIRGINIA MAULE</b> Decorative
Scarlet	<b>LYNDHURST</b> Plants 35.00
Red	<b>RED HUSSAR</b> Decorative 5.00
Crimson	<b>JACK ROSE</b> Plants 35.00
Yellow	<b>C. W. BRUTON</b> Decorative 8.00
Yellow	<b>QUEEN VICTORIA</b> Show 6.00
Assorted	<b>ARABELLA</b> 5.00
	<b>MAID OF KENT</b> 5.00
	<b>GRAND DUKE ALEXIS</b> 8.00

## Best Single Dahlias.

The New Century Dahlias are the only singles now generally grown for cut flowers. They are larger and better in every way than the older types.

**20th CENTURY** (the original). White and crimson

Roots  
per 100

\$6.00

**CARDINAL**. Intense cardinal red 35.00

Plants

35.00

**ROSE PINK CENTURY**. Pure rose pink 35.00

35.00

**GLADYS**. See other page 35.00

**FRINGED CENTURIES**. See other page 35.00

**DOUBLE CENTURIES**. See other page 35.00

**REBECCA MAYHEW**. Best pure white 35.00

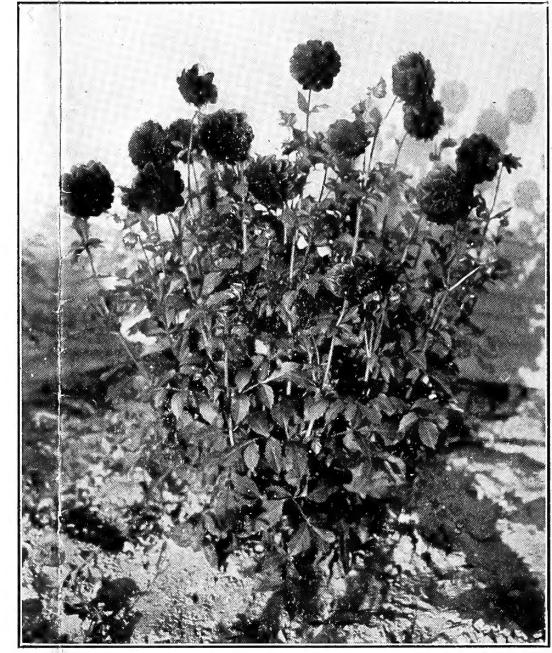
**ANNA LONG**. The only pure pink Single Dahlia.

Beautiful clear, soft, pure pink; of finest form, large size, with long, straight, slender stems. 35.00

**All the best new and standard varieties for all purposes.**

Write for any information about varieties, cultivation, etc. Address:

**PEACOCK DAHLIA FARMS,**  
**Williamstown Junction, New Jersey.**  
**Long Distance Phone: Berlin 17L.**



PLANT OF JACK ROSE DAHLIA

## Peacock's Peerless Dahlias.

### Expert Opinions.

ANOTHER BEST SIX DAHLIAS.—"Relying to your favor, would name following as best cut flower dahlias: Virginia Maule, shell pink; Jack Rose, rich crimson; Perle d'Or, white; A. D. Livoni, clear pink; Lyndhurst, vermilion scarlet; Queen Victoria, clear yellow. These are always good, always bloom everywhere and can be depended on. PEACOCK DAHLIA FARMS, per L. K. P."

From above you will note the consensus of opinion as favoring the Show and Decorative rather than the Cactus. We all admire and admit the great beauty of the Cactus Dahlia as a plant and for local cut flower purposes, but they will not stand handling and long shipments, hence fail for general commercial flowers.

### Peacock and Cut Flowers.

To those who know, nothing need be said regarding our connection with the Dahlia cut flower industry. The Fall of 1893 we introduced our new Nymphaea to the wholesale trade and the Summer of 1894 we solicited the assistance of Wm. J. Baker (quoted above), and virtually forced cut blooms of Nymphaea on the Philadelphia florists and people. Since then we originated and introduced such grand varieties as C. W. Bruton, Storm King, May Lomas and a number of others, not mentioning the sensational 20th Century and the other Century varieties.

During this period we have always looked out for and secured the best varieties originated by others and were usually the first to introduce them to the American trade; the latest example is **Virginia Maule**, which we are now introducing in connection with **Jack Rose** and our other matchless productions.

To the beginner it would be wise to get the advice of an expert grower stating in his inquiry the purposes for which he wants them, laying particular stress upon colors, shades and types and giving the local conditions.

One point we wish to impress upon all; while we place Perle d'Or at the head of the list of whites, yet Storm King is the best early commercial white Show Dahlia, while John Walker is the best late commercial white Show Dahlia, where it succeeds; where it does not, White Swan is the best late white Show Dahlia. We make the above remarks without qualification and to show that, except in a general way, there are no six best Dahlias. In other words, we can get six best only by considering all around good qualities, and they are the six best for general use.

Concerning our standing as Dahlia growers we quote the following:

"New York, Oct. 1, 1908.

Peacock Dahlia Farms.

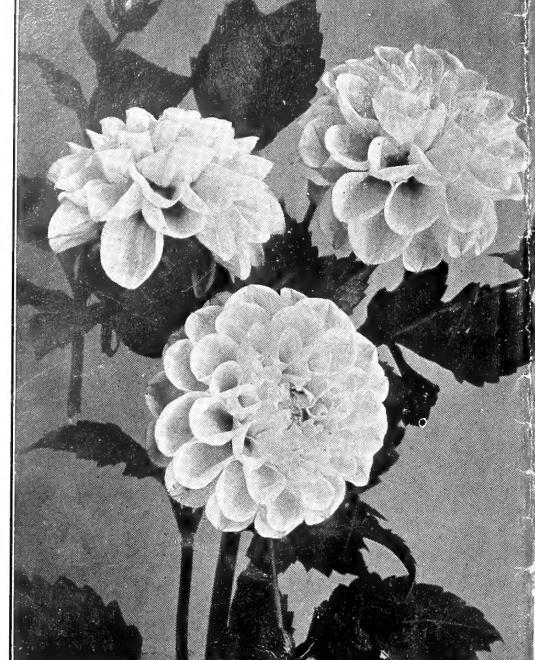
Gentlemen: Your Dahlias have been received by us for the last few days and we are more than pleased with the way you put them on the market, the packing and the varieties you produce. I do not believe there is any one shipping here to this city that can excel the quality and varieties you offer.

(Signed) ALFRED H. LANGJAHR."

We will be glad to give any information desired about varieties or their cultivation.

Address:

**Peacock Dahlia Farms,**  
**Williamstown Junction, New Jersey.**



## Peacock's Peerless Dahlias.

### Expert Opinions.

A few notes that all growers should carefully read.

Extract from the report of the September meeting of the Pennsylvania Horticultural Society; page 401, The Florists' Exchange of September 19, by Edwin Lonsdale.

In the evening a fine collection of dahlias came from the Peacock Dahlia Farms, Atco, N. J. The original single 20th Century and a very large progeny were to be seen. It seems that all the colors, shades and tints that come in dahlias are now to be found in the class of which the very large and sensational single 20th Century was the forerunner. There were over 30 distinct varieties of these alone. Some have been given names. Mrs. J. C. Hance is of fine form and under the artificial light (electric) appeared of a delicate shade of pink. One labeled Big Chief is rich crimson in color and is inclined to come double and is similar in type to those that have been designated the peony-flowered class. One had divided petals. Two novelties, in the double decorative class, are well worthy of note. Miss Virginia Maule is a very attractive flower, being large in size, full in form and a very delicate shade of pink in color. This variety, it is said, originated with William H. Maule, the seedsman, but the cut flower crop from same are entirely controlled by the exhibitors. The other meritorious novelty was one labeled Jack Rose; this also is inclined to the decorative type and is a bright crimson in color; the flower is large and full. This variety originated with the Peacock Dahlia Farms, and congratulations are certainly in order. Among the older show varieties may be mentioned A. D. Livoni, as being on view, and what a beautiful pink in color it is under the influence of the electric light! It is safe to say, I think, that it showed to better advantage under those conditions than any other variety present. That is worth knowing, because many, or most decorations rather, are generally used under artificial light. Arabella was also good. One visitor pointed to it with enthusiasm saying, "There's a variety that cannot be grown that good in Pennsylvania."

At the October meeting of the Pennsylvania Horticultural Society we exhibited Jack Rose which was certified for its fine form, long stems and the purity of its brilliant crimson (General Jacqueminot) color.

### Cut Flower Dahlias.

Much has been said on this subject and we give below opinions of several that "handle and know," naming the best six Dahlias for cut flowers.

W. J. Muth, manager of the commission house of the Philadelphia Cut Floral Co., considers the following six varieties among the best on the market for all-around cut flower purposes: Kriemhilde, pink, cactus. Perle d'Or, shaggy white. Jack Rose, deep red. Virginia Maule, shell pink, large. Clifford W. Bruton, yellow, large. Lyndhurst, scarlet.

William J. Baker, commission man, says, so far as his experience goes, he prefers: Lyndhurst, Catherine Duer, Jack Rose—all reds—Bruton, yellow, Nymphaea and Kriemhilde; these are all good types for cut flowers. Penelope, a lavender tinted white of the snowball type, is also a good one.

OCTOBER 24.—In continuing the subject of the best six dahlias for cut flowers, Arthur E. Niessen of the Leo Niessen Co. gives the following list: Kriemhilde, Perle d'Or, Lyndhurst, Jack Rose, Sylvia and Bruton or H. W. Shaw's new yellow.

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